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Roll No.

DD-421

M.B.A. EXAMINATION, Dec. 2018

(Third & Fourth Semester)

(Old Scheme) (Re-appear Only)

MBA206

E-COMMERCE

Time : 3 Hours]

[Maximum Marks : 70

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

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P.T.O.

Unit I

1. Difference between e-Commerce and e-Business.
Discuss the framework of e-Commerce. 14
2. (a) Illustrate the unique features of e-Commerce. 7
(b) Discuss the impact of e-Commerce on Business strategy, structure and process with suitable illustrations. 7

Unit II

3. (a) What is meant by internet service providers ? Explain different types of internet service providers in India. 7
(b) Explain the hardware and software infrastructure requirement of e-Commerce. 7
4. Elaborate the process involved and major considerations in the development of e-Commerce website. 14

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Unit III

5. (a) Why is it becoming essential for marketers to understand the online audience and consumer behaviour ?
Quote suitable examples. 7
(b) Discuss the major considerations in online payment system. 7
6. Explain the process of online marketing. 14

Unit IV

7. (a) Define online retailing. Explain different types of online retailing models. 7
(b) What is meant by online auctions ?
Explain the benefits on online auctions. 7
8. Write short notes on the following :
(a) e-Procurement and supply chain management 7
(b) Social networks and communities. 7

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